सत्यमेव जयते

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महत्वपूर्ण सरकारी आज्ञायें।

Industries & Commerce (Group-2) Department

Notification

Jaipur, December 08, 2024

F.No. F1(22)IND/GR-2/2024:-

Section 1: Preamble

Rajasthan's diverse districts are home to myriad of unique products and crafts. From the marble carving of Sirohi to the honey and agri-produce of Bharatpur, each district has something distinct to offer. This diversity, while a strength, has often led to fragmentation in developmental efforts and market access. The ODOP initiative seeks to consolidate these efforts by focusing on the core competencies of each district, thus propelling them into national and international markets.

The rationale behind "Rajasthan One District One Product (ODOP) Policy 2024" hereafter referred as 'The ODOP Policy' is to streamline the support structures for local industries, enhance the product value chain, and promote balanced regional growth by integrating these products into a larger market. ODOP development approach will lead to significant economic upliftment and job creation by boosting indigenous products through strategic interventions.

The policy focuses on development of ODOP enterprise ecosystem in state's districts through cluster diagnostics followed by targeted interventions. The ODOP Policy is a comprehensive blueprint for ODOP ecosystem development in districts of Rajasthan so that state's diverse products may flourish.

Section 2: Definitions

"Agriculture" shall include horticulture, cattle breeding, dairy farming, poultry farming and forestry development.

"Agriculturist" shall mean a person who by himself or by servants or tenants earns his livelihood wholly or principally by agriculture.

"Agricultural / Agri Products" means produce of agriculture, horticulture, sericulture, floriculture, aromatic, herbal & medicinal plants, fisheries, poultry, apiculture, dairy and shall include minor forest produce and livestock-based products.

"Agro-processing" means processes that use agriculture products, agri-waste and intermediate agriculture products to produce new products having value addition.

"Common Facility Centre (CFC)" means creation of tangible assets in a cluster in the form of Common Production or Processing Centre for balancing or correcting or improving production line that cannot be undertaken by individual units. It may include Design Centre, Testing Facilities, Training Centre, R&D Centre, Market Display, Common Logistic Centre, Auction Platform, FPO & FVC, CETP, Common Raw Material Bank and Sales Depot or other common services.

"District Level Task Force Committee (DLTFC)" means District Level Task Force Committee (DLTFC) for screening the proposals as prescribed under this Policy and subsequent scheme guidelines.

"Enterprise" means an industrial undertaking or business concern or any other establishment, by whatever name called, engaged in manufacturing of goods, in any manner, or engaged in providing or rendering of service or services.

"**Existing Enterprise**" means a manufacturing or service enterprise that is engaged in commercial production or operation before or during operative period of this policy.

"Exporter" means the unit bearing Import-Export Code & RCMC with concerned EPC/ Board/Authority/Organization.

"Food Processing Sector" means the sector comprising enterprises engaged in such manufacturing processes in which raw product of agriculture, animal husbandry or fisheries is transformed to make it edible for human consumption.

"**Government/ State Government"** means Government of Rajasthan

"Handloom & Handicraft Sector" means a sector comprising enterprises engaged in such manufacturing of items or products in which products are produced predominantly by hand with or without mechanical or electrical or other assistance and graced with visual appeal in the nature of ornamentation or in-lay work or some similar work lending it an element of artistic improvement. Such ornamentation must be of a substantial nature and not a mere pretence.

"Industrial Area" means an area of land transferred to or placed at disposal of RIICO by the State Government or the land purchased, acquired, or otherwise held by RIICO or reserved to or set apart, or here after reserved or set apart under any law for setting up an industry or industries including essential welfare and supporting services. e.g., Post Office, Labour Colony, Residential Colony/Housing Complex & Township, Educational Institutions, RSEB, Power Station and Water & Sewerage facilities, Dispensary or Hospital, Police, Fire

service Station, Bank, Weigh Bridge, shops and markets, Cinema, Hotel and Restaurant and Petrol pump as mentioned in Rajasthan Land Revenue (Industrial Areas Allotment) Rules,1959.

"Intellectual Property Rights (IPR)" means exclusive rights to inventors or creators of ideas, inventions and creative expressions to enable them to reap commercial benefits from their creative efforts or reputation. There are several types of intellectual property protection like patent, copyright, trademark, etc.

"Manufacturing Enterprise" means an enterprise employing plant and machinery in processing of goods which brings into existence a commercially different and distinct commodity but shall not include such processing as may be specified by the State Government by an order.

"MSME" means an establishment as defined vide Gazette notification No.: [F. No. 2/1(5)/2019- P&G/Policy (Pt-IV) dated 1st June 2020 & Office Memorandum (OM) No. 5/2(2)/2021-E/P & G/Policy dated July 2, 2021, issued by Ministry of Micro, Small and Medium Enterprises, Government of India.

"New Unit" means a new manufacturing or service enterprise and includes a unit set up by an existing enterprise for manufacturing products or providing services and having separately identifiable books of accounts and depositing the taxes and duties leviable under any State Act including Provident Fund separately.

"ODOP MSME Unit" means any MSME unit engaged in manufacturing/production of the Products and Providing Services specified for their District and as declared by office of Commissioner, Industries & Commerce, Rajasthan from time to time. In case of multiple products manufactured or services offered by the unit, at least 50% turnover must be from approved ODOP products.

"ODOP MSME Units of Women/ Scheduled Caste (SC)/ Scheduled Tribe (ST)/ Person with benchmark disability (PwBD)/ Young Entrepreneurs with age below 35 years" means an ODOP MSME unit having:

Women/ Scheduled Caste (SC)/ Scheduled Tribe (ST)/ Person with benchmark disability (PwBD)/ Young entrepreneurs with age below 35 years as proprietor, in case of proprietorship enterprise; or

Majority of partners who are Women/ Scheduled Caste (SC)/ Scheduled Tribe (ST)/ Person with benchmark disability (PwBD)/young entrepreneurs with age below 35 years and such partners are working partner(s) having more than 50% equity or equivalent capital of the enterprise, in case of enterprises other than proprietorships.

"ODOP Product" under One District One Product (ODOP) Initiative by DPIIT, at least one product has been finalized by States for each district. A product is deemed to be ODOP only if the major raw material originates in or the majority of the processing of the product occurs within or the services are

rendered in the given district and is declared by the office of Commissioner, Industries & Commerce from time to time.

"Person with benchmark disability (PwBD)" means a person with not less than forty per cent of a specified disability where specified disability has not been defined in measurable terms and includes a person with disability where specified disability has been defined in measurable terms, as certified by the certifying authority; as notified by the State Government under the relevant rules made under the Rights of Person with Disability Act, 2016 or by a notification in this regard.

"Project Cost" means the cost of new building, new plant and machineries and other related fixed assets required to manufacture end product or render services up to the date of commencement of commercial production.

"RIICO" means Rajasthan State Industrial Development & Investment Corporation.

"State Level Review Committee (SLRC)" means State Level Review Committee as prescribed under this Policy.

"Term Loan" means term loan taken by an ODOP MSME from Financial Institutions or State Financial Institutions or Banks recognized by Reserve Bank of India.

"Year" means financial year (From 1st April to 31st March) and quarter means the period of three months ending on 30th June, 30th September, 31st December, and 31st March;

"ZED Certification" means the certification of manufacturing process under "Zero
Defect Zero Effect policy of Government of India for units in MSME sector.

Section 3: Vision

The proposed Rajasthan One District One Product (ODOP) Policy aims to capitalize on the unique strengths of each district, transforming them into centers of excellence for their signature products or crafts. This initiative seeks to boost local economies by empowering artisans, agriculturists, and entrepreneurs through targeted interventions across the entire value chain. Policy's primary objectives include preserving traditional craftsmanship, stimulating innovation, generating employment opportunities, and elevating Rajasthan's presence in domestic and international markets. By implementing strategic support mechanisms encompassing skill development, technological upgradation, quality control, and marketing assistance, the ODOP Policy aspires to create a robust ecosystem that nurtures each district's specialties while showcasing its rich cultural heritage on a global platform.

Section 4: Objectives

The main objectives of the ODOP Policy are as follows:

1. Boost each district's economy by leveraging distinctive products and crafts to transform the districts into Export Hubs for ODOP products.
2. Maintain and promote sustainable growth of products within the ODOP framework.
3. Augment incomes and foster local employment opportunities by empowering artisans, craftsmen, agriculturists and manufacturers engaged with ODOP.
4. Improve product design, quality, and marketability of ODOP products.
5. Skill, upskill and reskill artisans, craftsmen, agriculturists, and workforce involved with ODOP products.
6. Develop Integrated Infrastructure (Physical and Social) for promoting ODOP.
7. Dovetail, Integrate and Leverage other schemes of the State & Union Government.
8. Hand holding support to all stakeholders engaged with ODOP.

Section 5: Scope and Coverage

1. The Policy will be applicable to new and existing ODOP MSMEs set up in the State.
2. There are some agriculture produces/ products selected as ODOP Products. For such products this policy will only be applicable to Agro-processing MSME Units engaged in value addition of farm produce.

Section 6: Salient Features of the Policy

6.1 Product Selection: Criteria-based selection process, focusing on the local availability of resources, export potential, uniqueness, scalability, historical significance, and current market presence along with factors such as employment generation capabilities and the possibility of Geographical Indication (GI) status.

6.2 Availability of Capital: Providing credit assistance and fiscal incentives for creation of new enterprises.

6.3 Innovation, Digitization, Technology Upgradation and Design: Support to foster innovation, digitization, technology upgradation, product design etc. to enable ODOP enterprises to meet contemporary technologies and market trends.

6.4 Quality Assurance and Standards: Promote certification programs & standards so that ODOP enterprises can meet required standards of quality and efficiency in national as well as international markets.

6.5 Environmental Sustainability & ESG: To promote sustainable practices.

6.6 Infrastructure Development: To provide best in class infrastructure facilities through an integrated cluster-based approach.

6.7 Skill Development and Capacity Building: Training programs targeting skill development tailored to the specific needs of ODOP products.

6.8 Marketing and Promotion: Promote Marketing & Branding Opportunities to enhance the visibility and demand of Rajasthan's ODOP products, driving sales and expanding market reach both domestically and internationally.

6.9 Export Linkage: To support the implementation of a comprehensive strategy aimed at boosting exports and increasing the number of exporters of ODOP products.

Section 7: Schemes for Fiscal Assistance

Primary beneficiaries of the ODOP policy will be the local artisans, craftsmen, agriculturists and manufacturers engaged in production/ manufacturing of these products. Additionally, the policy will extend its benefits to associated stakeholders, including workers, processors and exporters. By encompassing a wide range of beneficiaries, the policy aims to create an inclusive growth model that elevates the entire value chain associated with each product. The list of ODOP Products shall be subject to revision from time to time.

7.1 Margin Money Assistance for New Enterprise Creation

Selected new ODOP Micro & Small units will be eligible to take margin money benefit under the scheme as per below:

Subsidy	**Maximum Margin Money Subsidy Ceiling for a Unit**
Margin money subsidy @25% of the Eligible Project Cost for new micro enterprises	Maximum Rs. 15.00 Lakhs
Margin money subsidy @15% of the Eligible Project Cost for new small enterprises	Maximum Rs. 20.00 Lakhs
Additional benefit for ODOP Micro and Small units of SC/ ST entrepreneurs/ women entrepreneurs/ Person with benchmark disability (PwBD)/ Young entrepreneurs with age below 35 years	Additional benefit of maximum Rs. 5 Lakhs

Such selected applications related to Margin Money will be evaluated by the District Level Task Force Committee (DLTFC) in an objective manner and criteria for evaluation will be defined in the detailed official guidelines to be issued by the Department of Industries and Commerce, Government of Rajasthan.

Margin Money assistance will only be released after disbursement of the minimum loan amount equal to the margin money grant to the applicant by the financial institution. The amount of margin money grant will be deposited in the concerned financial institution as a short-term deposit.

7.2 Scheme for Acquisition of Technology/ Software

ODOP Micro & Small Enterprises will be provided one time assistance on cost of acquisition for latest Technology/ Software from institute set-up by the Government of India/ Government of Rajasthan.

The assistance will be up to 50% of the cost of acquisition for latest Technology/ Software for micro and small ODOP enterprises with a maximum ceiling of Rs. 5.00 Lakhs per unit.

7.3 Scheme for Assistance in Quality Certification and Standards

ODOP MSMEs obtaining quality certifications (such as BIS, FSSAI etc.); other system certifications (such as ISO, ZED etc.) and Intellectual Property Rights (IPR) from any government agency or an agency authorized by the Government of India or the Government of Rajasthan, will be eligible for a one-time reimbursement of 75% of the costs incurred, up to a maximum of Rs. 3.00 lakhs. These costs include expenses for testing and documentation.

7.4 Scheme on Incentives for Sustainable Practices & Renewable Energy

As per RIPS 2024 Clause 4.1.3 S. No. 2

1. MSMEs shall be eligible to avail 50% reimbursement on the cost of environmental projects up to a maximum ceiling of INR 1 Crore.

   For the above, 'environmental projects' shall mean -

   - Environmental infrastructure facilities (such as ETPs and waste management projects)
   - Zero Liquid Discharge
   - Air pollution control measures
   - Water measures

2. Interest subvention of 6% on loans taken for activities covered under SIDBI’s Green Finance Scheme

7.5 Infrastructure Development through Integrated Cluster Development Scheme

Integrated Cluster Development Scheme will be leveraged to strengthen and catalyse the growth of the state's One District One Product (ODOP) initiative.

1. The Scheme will provision for creation of Common Facility Centres to set up common manufacturing, processing, testing and other common infrastructure customized to the needs of ODOP product clusters.
2. Soft interventions focused on training, skill development, design support, product development, quality certification, branding, and marketing.
3. Establishment of raw material banks to ensure easy and economical access to inputs required by MSMEs and producers associated with ODOP products clusters.
4. The infrastructure development support available through the scheme shall be utilized for upgrading and developing new industrial areas dedicated to ODOP products being manufactured in the state.

5. Facilitate participation of ODOP product clusters in relevant Central Government schemes and programs as per the scheme guidelines.

7.6 Initiatives for Skill Development

State Government will engage with reputed Entrepreneurship Development/ Technical Institutes or National Level Institutes for product specific skill development training and entrepreneurship development training. Details of the Skill Development initiatives are as below:

1. Artisans/ craftsmen/ entrepreneurs shall be provided with product specific trainings & entrepreneurship development trainings in batches of suitable size as determined by the Department.
2. Policy proposed to make provisions of Honorarium and other training costs to all the trainees and training partners during the training period as per rates decided by the Administrative Department.
3. Integration with programmes of Rajasthan Export Promotion Council (REPC):
   i. **Phase-wise Training in Export Procedures:** Implement a structured training program in phases to educate ODOP MSMEs on export process and procedures.
   ii. **Market Intelligence Training:** Provide comprehensive training on market intelligence, enabling ODOP MSMEs to gather, analyse, and utilize market data to make informed decisions about international markets and support them with export market linkages.
   iii. **Technical Product Training:** Offer specialized technical training to ODOP MSMEs preferentially on product development and enhancement to meet international standards and market demands, ensuring the products are competitive on a global scale. Charges for such trainings will be covered under this programme.
   iv. **Continuous Engagement:** Implement ongoing support through regular workshops, mentorship programs, and online resources, providing ODOP MSMEs with up-to-date market insights, technical expertise, and personalized guidance.
4. ODOP Artisans, Craftsmen and Entrepreneurs will be supported through trainings in aspects related to product packaging and labelling. For this purpose, State Government will endeavour to collaborate with institutes like Indian Institute of Packaging (IIP) for such trainings and at least 50 batches of artisans, craftsmen, entrepreneurs will be trained every Financial Year.

7.7 Scheme for Marketing Assistance

This Scheme aims to achieve fair pricing for the artisans, craftsmen, weavers, entrepreneurs of the ODOP products through better marketing. This scheme

provides financial assistance to MSMEs participating in national and international fairs/ exhibitions/ buyer seller meets etc. for display and sale of their products selected under ODOP project. Assistance will be applicable for participation in fairs/ exhibitions notified by the Department from time to time.

The support provided is outlined as below:

Sr. No.	Type of Event	Financial Assistance
1.	Participation in National/ International Fairs/ Exhibitions in Rajasthan	Rs. 50,000 or 75% of the Stall Rent, whichever is less, for maximum 3 events in a Financial Year.
		Actual Fair of 3-AC Class Train or AC Bus for 2 persons
2.	Participation in National/ International Fairs/ Exhibitions in the country (other than Rajasthan)	Rs. 1,50,000 or 75% of the Stall Rent, whichever is less, for maximum 2 events in a Financial Year.
		Actual Fair of 3-AC Class Train or AC Bus for 2 persons
3.	Participation in Fairs/ Exhibitions organized abroad	Rs. 2,00,000 or 75% of the Stall Rent, whichever is less for maximum 1 event in a Financial Year.
		Actual Fair on Travel through Airplane in Economy Class for 2 persons

After taking benefit under any of the above categories in a Financial Year, beneficiary would not be able to take benefit in the same category for the next two Financial Years.

7.8 Scheme for Promotion of E-Commerce

1. ODOP MSMEs can get a reimbursement of 75% of the total fees/ commissions (excluding shipping fees) being charged by e-commerce platforms, up to a maximum of Rs. 1.00 lakh per annum. This scheme is specifically meant for sellers of ODOP products for a maximum of 2 years.
2. ODOP MSMEs can get financial assistance up to 60% of their total expenditure or a maximum of Rs. 75,000 as one-time assistance for cataloguing services; and/or development of a fully functional transactional e-commerce website.

7.9 Establishment of ODOP Fund

A dedicated ODOP Fund will be created through contribution from Central Government, State Government, RIICO, Agricultural Marketing Board, CSR Contributions, and other agency/ department authorized by the state to support below mentioned ODOP related initiatives:

1. Organization of **Annual Rajasthan ODOP Expo** in the state to enhance Buyer Seller interactions. "Annual ODOP Awards" shall be part of this event.
2. To forge MoUs with major international buyers/ importers to promote sourcing of ODOP products by them from the state.
3. To organize smaller Buyer Seller Meets for ODOP Products at all 10 divisional headquarters of the State.
4. To organize training and skilling workshops for ODOP artisans/ craftsmen/ entrepreneurs/ workers.
5. To sponsor Seminars/ Conferences/ Exhibitions/ Events of Central/ State Government Organizations on ODOP as a host partner. Sponsorship amount per Seminar/ Conference/ Exhibition will be capped to maximum Rs. 1 Lakh.
6. Deployment of a dedicated Project Management Unit (PMU) for effective implementation of ODOP Policy in the state.
7. To financially support government officials' exposure visits, study tours, relevant professional development initiatives, conducted through recognized institutions.
8. Establishment of Marketing & Export Excellence Centres at all divisional headquarters. These centres shall have a Mini PMU (minimum 2 members, part of the State-level PMU) to provide handholding support to entrepreneurs, exporters, sellers, artisans, craftsmen, and weavers. The centres will serve as Innovation, Design Incubation, and Knowledge Centres, complementing the ongoing efforts of District Industries & Commerce Centres throughout the state.
9. The ODOP Fund shall be utilized or replenished as & when required for recurring, contingency, or routine expenses such as Publication of ODOP Booklet, Product Catalogue/ Coffee Table Book, Magazine, Development & Maintenance of online portal, administrative expenditure, and other miscellaneous expenditure etc.

Note:

1. Detailed operational guidelines for providing Fiscal Incentives will be issued separately by the Department of Industries & Commerce in consultation with relevant Departments.
2. All mentioned quantum of financial incentives are subject to change from time to time by the relevant department as and when needed.

Section 8: Non-Fiscal Initiatives

8.1 Availability of Industrial Infrastructure at affordable rates

State will make efforts for development of new Industrial Parks under State/ Central Government schemes to provide land for ODOP enterprises at affordable rates.

8.2 Digitalization of Policy Implementation

This policy will be implemented through a dedicated portal for ODOP Promotion in Rajasthan – 'ODOPRAJ'. Applications for financial assistance under different schemes of this policy shall be accepted only by online mode, once the portal becomes operational. This portal will serve as a one-stop solution for ODOP-related IEC, market research, scheme information, grievance redressal, and stakeholder feedback.

8.3 E-Commerce Linkage

ODOP Sellers will be encouraged and supported to get themselves onboarded on e- commerce portals such as Amazon, Flipkart, Government e-Marketplace (GeM), ONDC etc.

8.4 “Brand Rajasthan” Initiative

The **"Brand Rajasthan"** initiative aims to create a strong, unified identity for products selected under Rajasthan's ODOP program. It focuses on showcasing the quality, distinctiveness, and rich cultural heritage of these products to both domestic and international markets. The State will endeavour to use the Brand Rajasthan/ ODOP Rajasthan logo and the National ODOP logo across products, initiatives, and events. The PMU will support in development of a recognizable “ODOP Rajasthan” Logo. Under the "Brand Rajasthan" initiative, state will make efforts to appoint individual Brand Ambassadors for each district of Rajasthan.

8.5 Promotion of One District One Product (ODOP), Geographical Indication (G.I.) and Handicraft Products at Unity Mall (PM Ekta Mall)

The Department of Industries & Commerce has initiated preparatory work for the construction of Unity Mall in Jaipur. This project is supported by financial assistance under the Scheme for Special Assistance to States for Capital Investment 2023-24 by the Government of India. The mall aims to serve as a multifaceted centre for marketing, sales, branding, workshops, and exhibitions. It will also include spaces for recreational activities, a cafeteria, and an open-air theatre.

This project will offer significant marketing and branding opportunities for ODOP, GI, handicraft, and handloom products from all districts of Rajasthan. It will also showcase ODOP products from all other states of India, promoting their unique offerings.

State will also engage with agencies like NABARD to facilitate new GI tags for the ODOP products.

8.6 Enhancing ODOP Product Visibility: Government Procurement and Display Initiatives

1. This policy envisions expansion of visibility and marketing for ODOP products throughout the consumer markets. The State Government departments may procure goods (worth Rs. 15 Lakh in an FY) manufactured by Rajasthan’s ODOP MSMEs (empanelled by the

Department of Industries and Commerce) without going into the tender process, directly through E-Bazaar/ GeM. (Necessary enabling changes in the provisions of RTPP Act, 2012 and RTPP Rules, 2013 will be pursued.)

2. ODOP Display Walls will be created at prominent State government offices and tourist places for the promotion of ODOP Products.

8.7 Applicability of Provisions under MSME Act, RIPS and/or Any Other Policy or Scheme of the State Government

All benefits eligible under prevailing RIPS, as well as any other state government policies/ schemes in force during the policy period, shall be applicable to the ODOP enterprises as outlined in the respective policies/ schemes.

The provisions of the Rajasthan Micro, Small and Medium Enterprises (Facilitation of Establishment and Operation) (Amendment) Act, 2023, shall also apply to all MSMEs established under the provisions of this policy during its tenure.

However, enterprises will not be eligible to take similar benefits under multiple policies of the State.

Section 9: Operative Period

This policy will come into effect from the date of publication in the State Gazette and will remain in force until March 31, 2029.

Section 10: Institutional Framework for implementation of the Policy

10.1 Committees for Implementation, Monitoring & Review of the Policy

1. State Level Review Committee (SLRC): The composition of the committee will be as under:

1.	Additional Chief Secretary/ Principal Secretary/ Secretary, Department of Industries & Commerce	Chairman
2.	Managing Director, RIICO	Member
3.	Managing Director, RAJSICO	Member
4.	Commissioner, Investments & NRI, BIP	Member
5.	Representative of Agriculture Department (not below the rank of Joint Secretary)	Member
6.	Representative of Finance Department (not below the rank of Joint Secretary)	Member
7.	Convenor, State Level Bankers Committee	Member
8.	Commissioner, Industries & Commerce	Member Secretary

The State Level Review Committee (SLRC) shall supervise and monitor overall implementation and progress of this policy.

2. District Level Task Force Committee (DLTFC): The composition of the Committee will be as under:

1.	District Collector or his Nominee (Not below the rank of ADM)	Chairman
2.	General Manager, District Industries & Commerce Centre	Member
3.	Lead Bank Manager	Member
4.	Accounts personnel of the DICC	Member
5.	Officer In-Charge for Export & ODOP in the DICC	Member Secretary

District Level Task Force Committee (DLTFC) will be responsible for screening and sanctioning the proposals as prescribed under this Policy and subsequent scheme guidelines.

The Department will issue guidelines delineating the responsibilities of the above Committees.

10.2. Administrative Body:

The administrative body for this policy will be the Export & ODOP Promotion Cell (EOPC) under the Office of the Commissioner, Industries & Commerce, Rajasthan.

EOPC may engage a dedicated PMU agency with a team strength of 8-10 personnels to effectively implement the provisions of the policy in the state.

Section 11: Monitoring and Evaluation

The implementation, monitoring, and evaluation of this policy's progress will be supported by the Project Management Unit (PMU). The PMU will undertake the following measures with the assistance of stakeholders:

11.1. Impact Assessment:

1. Defining and measuring key performance indicators (KPIs)
2. Evaluating impacts on MSME growth, job creation, and local economies
3. Assessing policy effectiveness and cost-benefit analysis
4. Comparing outcomes against initial objectives

11.2 Progress Tracking:

1. Establishing a tracking system
2. Providing regular updates and reporting
3. Implementing district-level reporting
4. Ensuring public access to progress reports

11.3 Policy Review Mechanism:

1. Conducting periodic policy reviews
2. Consultation with stakeholders

3. Analysing market trends
4. Aligning with broader economic goals

Section 12: Collaboration and Partnerships

12.1. National & International Alliances:

1. **Identifying Potential Partners:** Research and compile a list of national bodies, industry associations, and educational institutions that align with the ODOP sectors. For example, partnering with institutes of international and national repute and Technical Institutions within the vicinity.
2. **Establishing Formal Agreements**: Develop MoU's or formal agreements to establish partnerships. These agreements should outline the nature of the collaboration, expected outcomes, and responsibilities of each party. For example, specific and objective roles and responsibilities.
3. **Joint Programs and Initiatives:** Launch joint programs for knowledge exchange, such as workshops, seminars, and training sessions. For instance, partnering with agricultural universities for agro products. Similar joint activities can be carried out with technical institutes in domain areas like engineering, textiles, handlooms & handicrafts, food processing aligned to ODOP products.
4. **Engage with Trade Bodies:** Initiate dialogue with international trade bodies and organizations. For example, collaboration with the World Trade Organization (WTO) or the United Nations Conference on Trade and Development (UNCTAD) for global market insights.

12.2. Technical Assistance:

1. **Collaboration with Research Institutions**: Establish partnerships with research institutions for product development, market research, and quality enhancement. For example, collaborating with the Indian Institute of Technology (IIT) for technological advancements in product manufacturing or with Indian Institute of Packaging (IIP) for packaging and labelling. Engage Interns from Technical and Research institutes to support in providing technical support.
2. **Engagement with Technology Providers:** Partner with technology firms for access to modern machinery, software, and digital tools. For example, collaborate with tech companies for e-commerce platform development, collaborate with software providers for product and business-related solutions, and collaborate with reputed manufacturers of tools, machinery, and equipment for advanced or improvised machinery and tools.
3. **Business Expertise Exchange:** Collaboration with business experts for mentorship programs, where they can provide guidance on business model optimization, market strategies, and financial planning.

4. **Innovation Challenges and Hackathons:** Organize innovation challenges and hackathons in collaboration with technical institutes to encourage new product ideas and technological solutions for ODOP products.

Section 13: Grievance Redressal Mechanism

A robust grievance redressal mechanism is essential for maintaining trust and accountability in the ODOP initiative. It ensures that issues are promptly addressed, thereby enhancing the policy's effectiveness.

13.1. Complaint Registration: Policy proposes to establish a streamlined process for registering complaints and grievances, accessible both online and offline. This will enable artisans, craftsmen, MSMEs, and other stakeholders to easily report issues or concerns related to the ODOP policy and its implementation.

13.2. Redressal Process: Grievance redressal would include setting up of a process for addressing these grievances in a time bound and effective manner. The process will include initial assessment, intervention if necessary, and resolution of the issue, ensuring grievances are handled with transparency and fairness.

13.3. Feedback Incorporation: Regular reviews of the grievance mechanism will be conducted to incorporate feedback and improve the system. This will ensure the mechanism remains effective and responsive to the needs of stakeholders.

Section 14: Implementation Timeline

14.1. Rollout Phases: The implementation of the Rajasthan ODOP policy will follow a phased approach:

1. **Phase 1:** Setting up the Project Management Unit (PMU), engaging stakeholders, selecting products, developing infrastructure, conducting skill training programs, and initiating market linkage efforts (Year 1-2).
2. **Phase 2:** Expanding marketing efforts, establishing international collaborations, and scaling up successful initiatives (Year 3-5).

14.2. Milestones: Key milestones will be established for each phase, with specific targets for production capacity, skill development, and market reach, etc.

14.3. Adjustment Procedures: The policy allows for adjustments and reallocations based on progress evaluations against milestones. This flexibility ensures the policy remains responsive to on-ground realities and maximizes its impact.

This implementation timeline will further provide a structured roadmap for the gradual rollout of the ODOP policy, ensuring systematic progress and achievement of long-term goals.

Section 15: Policy Governance and Implementation

The scheme will be implemented by the Office of the Commissioner, Industries & Commerce, Rajasthan, who also holds the designation of Commissioner

Exports, Rajasthan. The Industries & Commerce (Group-1) Department will serve as the Administrative Department.

Oversight and monitoring of this policy's implementation and progress will be the responsibility of the State Level Review Committee (SLRC).

By the order of the Governor,

Mahipal Kumar,
Deputy Secretary To Government.

राज्य केन्द्रीय मुद्रणालय, जयपुर।